

**WILLIAMSBURG CITY COUNCIL
WORK SESSION MINUTES
OCTOBER 11, 2004**

The Williamsburg City Council held a work session on October 11, 2004, at 2:00 p.m. in the Council Chambers of the Stryker Building.

ATTENDANCE

Present were Ms. Zeidler, Messrs. Haulman, Scruggs, Chohany and Freiling. Also present were City Manager Tuttle, City Attorney Phillips, and City Clerk Crist.

Staff Attending: Department Heads Nester, Hudson, Ms. Herrick attended for Mr. Serra, and Assistant City Manager Miller.

CALL TO ORDER

Mayor Zeidler called the meeting to order.

OPEN FORUM

Mayor Zeidler opened the comment session.

Mr. Walter Taylor, 509 Pocahontas Street, addressed Council regarding the need for low income housing in the city. He supported increased wages, controlled housing costs, and people being able to work where they live.

No one else wished to speak. The session was closed.

BACKGROUND PRESENTATIONS/DISCUSSION

School Update – Dr. Carol Beers, Superintendent, W-JCC Schools

Superintendent Beers greeted Council members and addressed them regarding current school issues.

As of September 30, 2004, the unofficial school enrollment was 9405 students, which represented a 4.98% growth rate. Of that number, 739 students are city residents. The third high school planning is coming to a close and it was hoped that the bond referendum would pass on November 2. The school division submitted its first application for the Baldrige Award and was one of nine to receive the award. Some of the criteria reviewed are processes and systems that are in place, accountability measures, and the level of client satisfaction. The schools hoped to receive the US Senate Award in three to four years. Ms. Beers reported that Efficiency Audits would be completed in January.

The Mayor and Council members were pleased to have Ms. Beers' input to Council, residents, and the community. Council applauded her leadership, service, and her work in the school division over the last four years.

Superintendent Beers reported that the bid for a Facilities Study (to study long-term growth issues) was awarded to the Mosley Group. Mosley is in the final process of the study. After completion, two community forums will be held, and it is anticipated that the study report

will go to the School Board in early December. The study addressed health of the schools, growth, and infrastructure.

At Council's request, Ms. Beers addressed the issues that might arise during the next school contract negotiations between the city and county. Issues were the city's equitable share of the operating budget based on enrollment, the city's roll in the School Capital Budget, and the number of schools that are located in and owned by the city. Ms. Beers said that city student enrollment remains steady, but overall enrollment would continue to be a challenge because of area housing growth, as well as public accountability for expenditures of money and operating efficiency. "No Child Left Behind" and Competency Tests will also be challenges.

Council could help the school division by helping the public to understand that Virginia standards are higher than other states and that we need to find better way to articulate to the members of Congress about school issues. Council should be able to address enrollment growth, show their support of the schools, and raise important questions in a constructive way.

Proposed Merger of Economic Development Alliances - Rick Weigel, President and CEO, Peninsula Alliance for Economic Development

Reference for this item was Mr. Tuttle's memorandum dated October 7, 2004. Council members received a "term sheet" outlining the proposed structure and funding of a new economic development alliance for Hampton Roads, and a point paper listing the principal reasons for supporting the merger.

Mr. Tuttle introduced Mr. Weigel who was present to discuss the proposed merger of the Peninsula Alliance for Economic Development (PAED) and the Hampton Roads Economic Development Alliance (HREDA). The Peninsula Workforce portion of PAED will remain as is, but economic development and marketing will merge. Mr. Weigel has been making visits to the Peninsula localities in hopes of obtaining a decision on the merger. Mr. Tuttle reviewed the terms and benefits outlining the proposed structure and funding of the new economic development alliance to serve Hampton Roads. Council will need to make a decision about moving forward with the effort to merge the two organizations.

Mr. Weigel said this is a good time to consider the merger. Both organizations have agreed to equal governance of the Hampton Roads Alliance, and it is hoped that it will be functioning as one organization by January 2005. Mr. Weigel explained the membership of the Executive Committee and Board of Directors. The Alliance headquarters will be in Norfolk with a Peninsula office. Funding from the municipalities will be based on a per capita basis at a rate of \$1.00, with the additional \$.65 surcharge for workforce development.

The primary reasons for the merger is that a larger region is able to compete more effectively, the intra-regional competition that has existed over the last few years will go away, and there will be less confusion for businesses that are considering coming to this area. Most importantly, the merger will create a larger region that should be able to qualify for more referral from the state economic development agency.

Mayor Zeidler thanked Mr. Weigel for coming. The term sheet seems fair and equally protects the interest of all the members.

Council members and Mr. Weigel discussed the merger proposal and estimated budget. Williamsburg's annual cost would be approximately \$20,000. While the Executive Committee would manage the affairs of the organization, the entire board would address policy issues. Mr. Weigel explained private sector involvement and participation. Council members were pleased that Workforce Development would not be included in the merger plan. Mr. Weigel said that this is a win-win situation for all members of the Alliance.

Mayor Zeidler noted that the Hampton Roads Planning District Commission is also discussing meeting on the Peninsula side as a show of regionalism, and in recognition of the travel problems that exist.

Mayor Zeidler thanked Mr. Weigel and asked him about the merger process. Mr. Weigel said he would like to report the intent of the Peninsula members to the Executive Committee on October 27. The Executive Committee would then pass a resolution and talk with the Southside members. By the end of the year, the merger would go to the Board of Directors for a vote. The final details would then come before the governing bodies for approval, and then ratified by the general membership. By January 1, 2005, the Alliances would be operating as one organization for marketing purposes.

The Mayor said that while Council was not being asked to vote on this matter, they were being asked to encourage continued negotiations for the merger. Council members concurred that a supportive Letter of Intent would be coming from the city.

Goals and Initiatives for 2005/2006 Biennium—Initial Council Discussion of Draft

Reference for this item was Mr. Tuttle's memorandum dated October 7, 2004, which included a copy of the draft Goals and Initiatives. The Mayor said that the draft was based on Council's discussion at the August Council retreat.

Mr. Tuttle said that the draft was developed by city staff and is now ready for Council discussion. A public comment session is scheduled for the October 14 meeting.

Council members provided Mr. Tuttle with numerous changes to the draft Goals and Initiatives. Items discussed were affordable/low income housing, economic vitality and economic development (and staffing), effectiveness of public transportation, bike lanes, the "round about" at College Corner, grants for city businesses, long-term future education needs, streetscape improvements, land for school purposes, study of a new city hall, the water distribution system, and "city walks." Mr. Freiling suggested a brief preamble to the front of the document to address the reasons for specific and general contents of the G&I.

Mr. Tuttle and Ms. Miller will revise the draft to reflect Council members' comments by the October 14 meeting. Staff will update the draft on the city's website following that meeting. Council will have the opportunity to review the draft document at the November Work Session, with hopes that it will be adopted at the November 12 meeting.

Preview of City Council Meeting: October 14, 2004

No additional information was requested.

City Council Communications

Strawberry Plains Housing: Mr. Haulman reported that thirteen properties have closed, 30 houses are under contract, and five in the process. The project has been very successful and will be completed six months ahead of schedule.

Braxton Court Redevelopment Project: Mr. Haulman said that the Management Agreement will be completed in November. The Housing Authority was close to the resolution of the properties at 100 Braxton Court and 719 Lafayette Street for affordable housing. The Pocahontas Street Indoor Plumbing Revitalization Program is proceeding. A new retaining wall was built at the low-income apartments on Mimosa Drive and the roof has been repaired on the Triangle Building.

Schedule of Meetings: October 2004

Council members received the calendar.

United Way Kick-Off Breakfast: Mr. Tuttle announced the kick-off would be held on October 12, 8:15 a.m., coordinated by Parks and Recreation Department staff.

High Street Project: Mr. Tuttle reported that a meeting will be held on October 13 with the original Focus Group members and developers.

Farmers Market: Mr. Tuttle said the Saturday Farmers Market would move to Boundary Street because of the William and Mary Homecoming Parade.

OPEN FORUM

Mayor Zeidler opened the comment session.

No one wished to speak. The session was closed.

The meeting adjourned at 3:40 p.m.

Approved: November 12, 2004

Shelia Y. Crist
Clerk of Council

Jeanne Zeidler
Mayor